



ROUTE 46 HYUNDAI SEES SUBSTANTIAL UPTICK IN SALES WITH
AutoHook's Add-On Solutions



www.DriveAutoHook.com/Hyundai

THE OBJECTIVE

After recognizing success with the national Hyundai Test Drive Program, Route 46 Hyundai was looking for additional ways to drive even more showroom traffic and incremental sales.

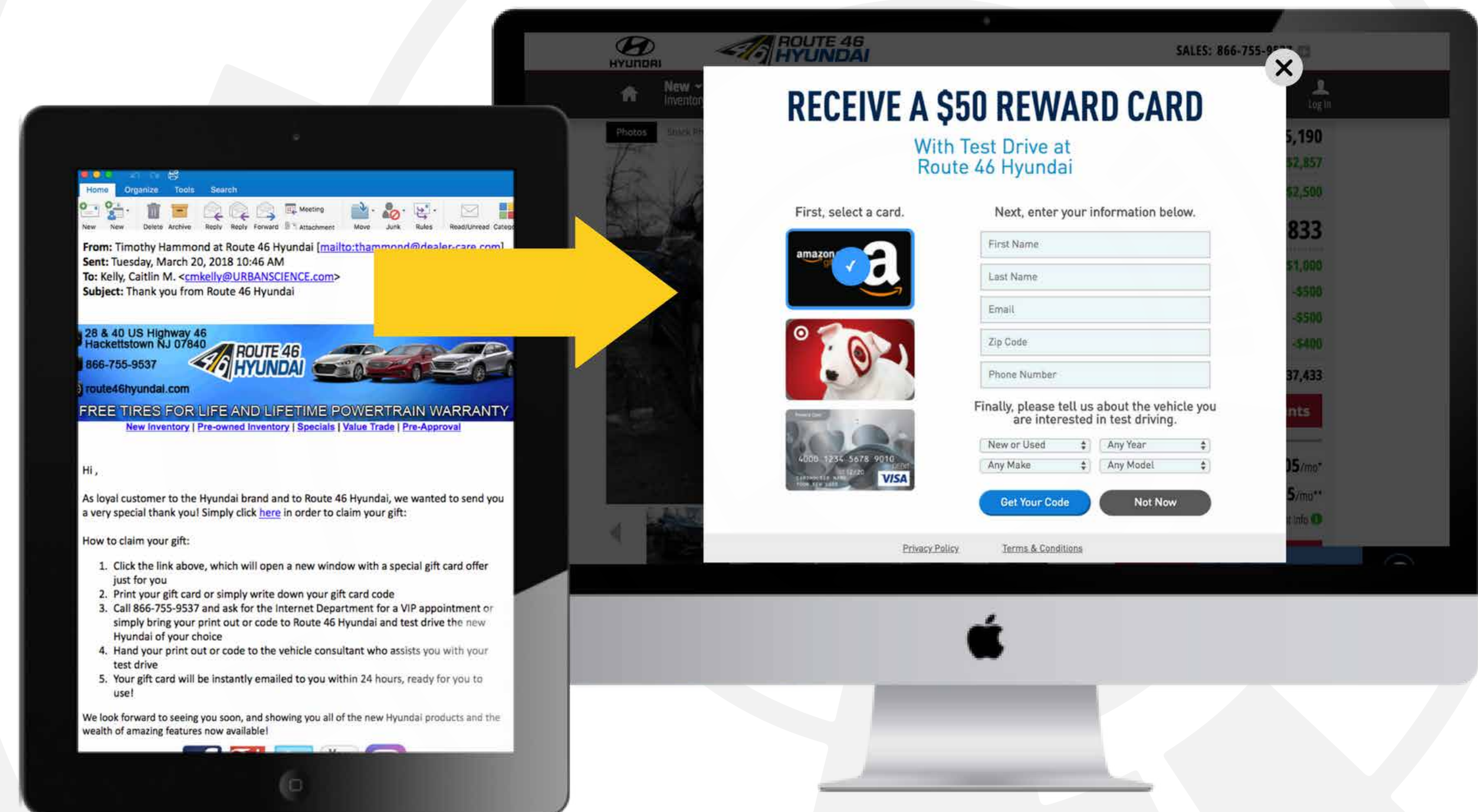


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THE SOLUTION

AUTOHOOK+

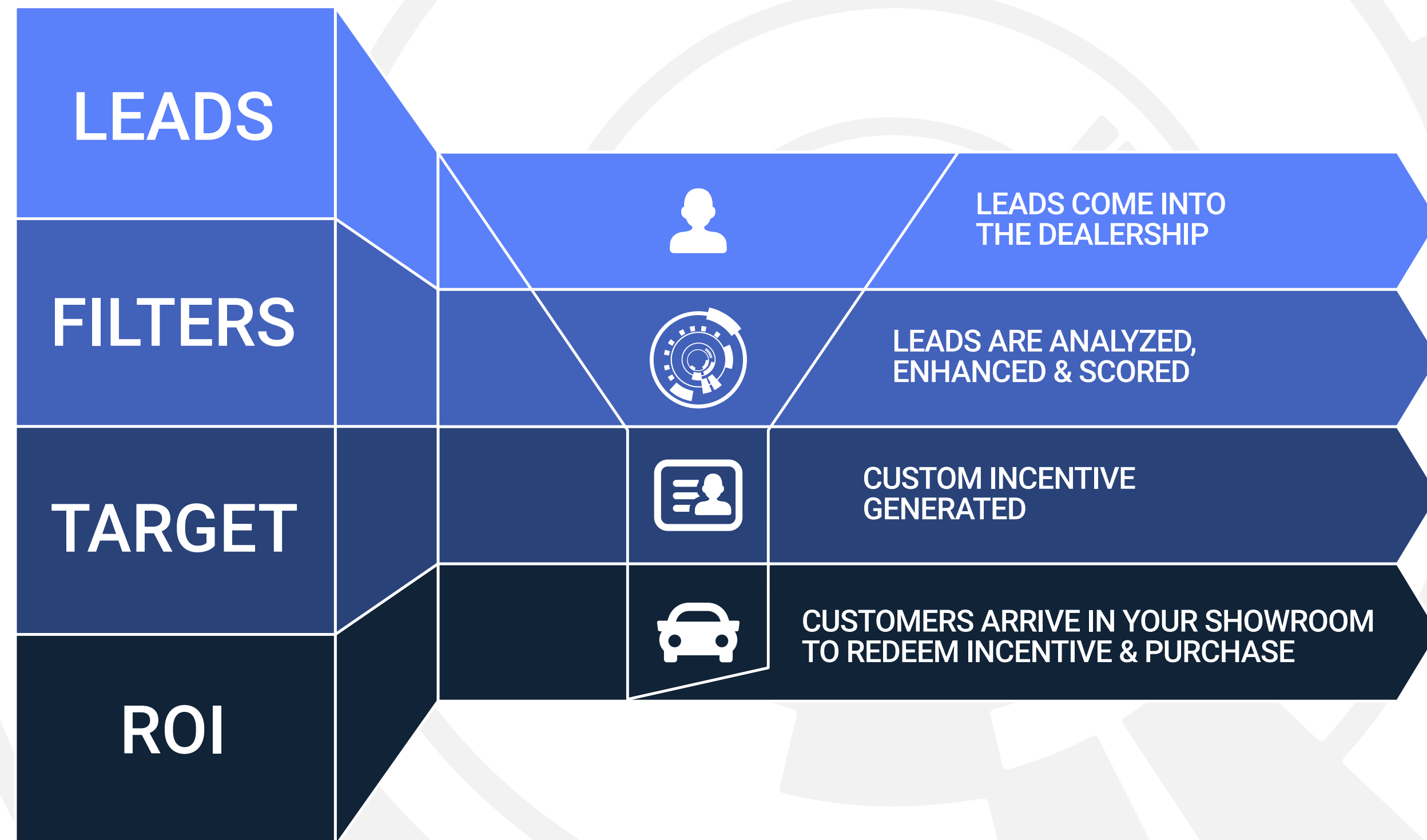
In addition to the incentives offered on Hyundaiusa.com and their website, Route 46 Hyundai added the **AutoHook+** solution, giving them the ability to incentivize existing, unsold leads in their CRM. They leveraged the Triggered Links function within **AutoHook+** to deliver incentive offers via email and attribute showroom visits and sales back to this initiative.



THE SOLUTION

POST-LEAD SOLUTION

Route 46 Hyundai also utilized AutoHook's **Post-Lead Solution** to maximize their incoming leads from their other sources. The **Post-Lead Solution** automatically scored their existing leads to identify and target the highest intent-to-buy customers with a test drive incentive via email.



THE RESULTS

JAN 2017 – DEC 2017

59%

increase in sales*

228%

ROI from AutoHook+

*Attributed to the Hyundai Test Drive Program by adding **AutoHook+** and the **Post-Lead Solution**



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THE RESULTS

JAN 2017 – DEC 2017

37.2%

of total sales directly attributed to AutoHook's add-on solutions

OF WHICH

52%

were a direct result of **AutoHook+**

48%

were third-party leads incentivized by AutoHook's **Post-Lead Solution**

THE DEALER RESPONSE

"Route 46 Hyundai is a long-standing client of AutoHook's and we have been using the product well before the Hyundai Motor America Test Drive Program started because we've always seen its value. Our team has integrated the AutoHook offer in multiple aspects of the dealership and adding the **AutoHook+** feature has been crucial to our success. This product allows us to send customized links through our marketing outreach to incent potential customers to come see what we have to offer. It gives individuals that extra nudge when they may be hesitant or coming from a distance! We are able to strategically target leads that we receive making AutoHook a beneficial tool and the success we have received from the customization options in **AutoHook+** are truly preferred."

Timothy Hammond | Route 46 Hyundai, Director of E-Commerce



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